



Trading on Good Health

How Local Authority Trading Standards Delivers Health Outcomes in the Southwest.

Health and wellbeing boards are a crucial part of the new health landscape. They are the drivers of local system leadership and provide an unprecedented opportunity to bring together local government and health services to improve health and wellbeing outcomes.

This leaflet highlights how Trading Standards already works at a local, regional and national level, along with a variety of partner agencies, to help deliver health outcomes.

Why Trading Standards?

Trading Standards Officers are involved in the widest possible range of trading activities. They provide advice to consumers and businesses on a wide range of subjects, as well as enforcing laws which promote fair and safe trading activity when required. Trading Standards departments have a breadth of expertise over many areas to call on, offering protection to the vulnerable and tackling rogue traders that distort markets unfairly.

Trading Standards supports businesses by promoting fair and safe practices. We also take action to disrupt the supply of unsafe, illegal and counterfeit products, removing them from the market whenever possible. Trading Standards is also active at factory level in many industries, including the food industry and various supply chains. We advise in order to promote clear, accurate information and good industry practice.



This leaflet has been produced by SWERCOTS, which is a partnership organisation of 15 local authority Trading Standards services in the South West of England. The partnership works together to maintain and improve the quality, consistency and efficiency of advice provided to consumers and businesses in the region.

Key Health Themes and Outcomes for Trading Standards

Healthy Economy

Outcomes: Economic Health and a Productive Economy

Supporting a Growing, Healthy Economy

- Advice to businesses on routes to compliance, with short and medium term growth benefits – minimised costs for optimal compliance.
- Local economy promotion and locally made initiatives.
- Compliant businesses grow with developing compliance needs.
- A fair, growing economy promotes health benefits in itself.
- Liaison with the Local Enterprise Partnerships in the South West.

Reducing Burdens on Business

- Access to information and advice from local regulators with a National and International perspective.
- Risk based inspection with recognition of needs and capabilities.
- A route to broad compliance from a single point of contact.
- Home and Primary Authority advice.

Fair Access to Markets

- Targeting rogues and denying proceeds of crime to such traders.
- Tackling doorstep crime alongside partner agencies.

Promoting Confident Consumers

- Approved trader schemes (such as Buy with Confidence and Made in Cornwall).
- Educate and advise consumers.
- Investigating incidents.

Healthy Outcomes for Children and Young people

Outcomes: Equipped for the Future, Protected in the Present

Protecting the Young and Vulnerable

- Preventing access to alcohol, tobacco and other age restricted products.
- Financial protection from unfair credit practices and loan sharks.
- Providing guidance to parents on the safe purchase of second hand goods for babies and toddlers (via the Buy Wise Be Safe toolkit).
- Ensuring supply of safe products including toys, household goods and road vehicles for example.
- Providing consumer advice regarding the risks of taking legal highs.

Supporting Informed Choice

- Access to advice for vulnerable consumers.
- Advice to businesses on legislative requirements and other issues affecting communities (for example: The No Proof Of Age – No Sale toolkit advises businesses on the legal requirements for traders selling age restricted projects).
- One-stop shops for business.
- Risk based inspection includes the evaluation of risks to young and other vulnerable consumers.

Acquiring Life Skills

- Support and education for young consumers (including the Young Consumer of the Year Award).
- Promoting fair information to vulnerable groups in a format that is accessible to the appropriate audience.
- Clear and fair information on food, including nutrition.
- Providing advice on staying safe through joint working with Lifeskills centres.

Healthy Communities and Older People

Outcomes: Reducing Health Inequalities:

Protecting the Vulnerable

- Food sampling – protecting nutrition and food standards- wholesome and nutritious food clearly labelled.
- Tobacco marketing restrictions.
- Preventing animal disease and zoonoses through import controls.
- Regulating the food chain, local, national and international – including controls on contaminant materials (heavy metals, genotoxins and illegal additive controls).
- Scamwise materials are produced to advise elderly or vulnerable consumers on how best to avoid a variety of scams.

Supporting Informed Choice

- Front-of –pack food labelling –“traffic lights” etc. support accuracy and promote good practice for salt/fat/sugar in diet.
- Press releases are used to raise awareness of scams, rogue trading and counterfeit goods, uncovering the criminal nature of these activities and the wider links to organised crime.

Safe Strong and Healthy Communities

Outcome: Confident and Independent Consumers

Protecting the Vulnerable

- Doorstep Crime initiatives, including No Cold Calling Zones.
- Age restrictions on sale of knives, alcohol, fireworks, solvents – reducing anti-social behavior.
- Preventing illegal money lending, promoting fair credit (credit unions).
- Supporting government agencies in actions against unfair money lending (payday loans).
- Advising businesses on the appropriate storage of explosives.

Supporting Informed Choice

- Providing access to information, such as advice road shows, and supporting community based initiatives.
- Advice about product safety.
- Raising awareness of approved trader schemes (Buy With Confidence).
- Supporting fair business information and practices.
- Supporting “Buy Local” schemes and local distribution.

Acquiring Life Skills

- Supporting Lifeskills centres in the South West and associated projects.
- Supporting social and financial inclusion.

Good Practice and Local Outcomes:

No Proof of Age No Sale –

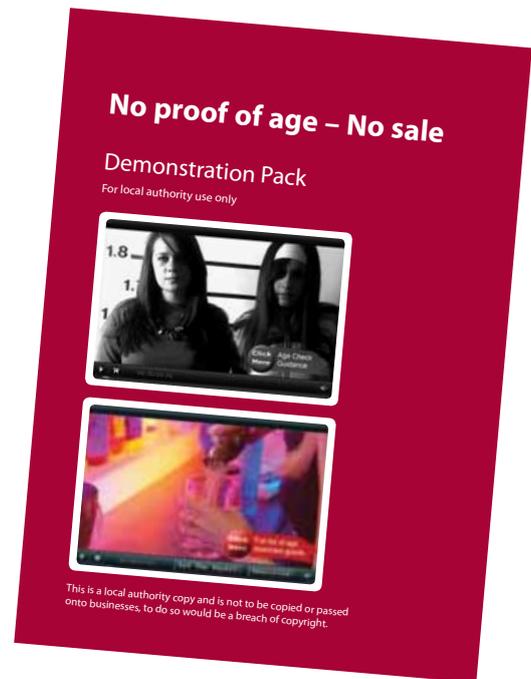
Enables businesses to implement effective training in order to inform staff of legislative standards they must meet and prevent sales of age restricted goods and services. Through this process, the toolkit protects children and young people in the community.

<http://www.swercots-partners.org.uk/npoans-demo>

Healthy Eating Initiatives

Salt reduction initiatives exist in a number of authorities including Dorset and South Gloucestershire. Healthy eating awards are run for caterers in Bath and North East Somerset and in Cornwall. Bristol and other local authorities are also working with sandwich shops in order to promote healthy eating and to reduce the availability of “junk” take-away food near schools, particularly at home time. SWERCOTS also provide a takeaways toolkit, proving Indian and Chinese restaurants with details about how to adapt a menu in order to provide a nutritionally balanced meal and strategies to sell appropriately.

<http://www.swercots-partners.org.uk/takeaways-toolkit-indian-and-chinese-restaurants>



“First Car” Safety Initiative

Dorset’s Trading Standards Service targets education in the 17-24 age range, which is the priority in terms of death and injury on the roads. This includes when a car is purchased as a write off and presented as an appealing vehicle with one half “safe” and the other with hidden but potentially life-threatening faults. This is used at exhibitions and events along with education on buying a first or next car. This scheme ties into the partnerships’ four priority areas addressing excess speed, drink driving, and the use of mobile phones and seat belts. Officers also give wider TS advice on affordability and financing, insurance, documents and consumer rights. This has been extended into a nationally available booklet and has been part of an international award winning road safety campaign.

Resources, Information and Support

Further information about the role Trading Standards play in Public Health can be found at:

BRDO: Exploring the Links Between Regulatory Activity and Health Outcomes

<http://www.bis.gov.uk/assets/brdo/docs/publications-2013/13-941-regulation-and-health.pdf>

TSI: Making the Connection – Trading Standards Contributing to Public Health

<http://www.tradingstandards.gov.uk/policy/policy-reports.cfm>

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